



Euromonitor
International

Savage X Fenty and Skims or the Rise of Celebrity-led Underwear Brands in the US

September 2022

INTRODUCTION

Scope

Executive summary

A SNAPSHOT OF THE US WOMEN'S UNDERWEAR MARKET

The US women's underwear market

Victoria's Secret continues to lead...

...but the US women's underwear market is becoming less concentrated

SAVAGE X FENTY AND SKIMS

Though yet small, new entrants gain share steadily

A rapid rise to fame

Answering consumers' demand for wellbeing and self-acceptance

SAVAGE X FENTY AND SKIMS – PRODUCT FEATURES

Comfort remains the top apparel and footwear purchasing criterion

The end of the push-up bra?

SAVAGE X FENTY AND SKIMS – INCLUSIVITY

Both Savage X Fenty and Skims champion inclusivity and empowerment...

...to be continued

SAVAGE X FENTY AND SKIMS – CONSUMER REVIEWS

Thriving through consumer reviews

SAVAGE X FENTY AND SKIMS – PRODUCT EXPANSION

Womenswear, next Skims target

SAVAGE X FENTY AND SKIMS – DTC AND PHYGITAL

DTC strategies and expansion to “phygital” (1)

DTC strategies and expansion to “phygital” (2)

US consumers increasingly participate in loyalty programmes and subscription services

Savage X Fenty's membership programme has helped drive its revenue growth

SAVAGE X FENTY AND SKIMS – DIGITAL TRANSFORMATION

Championing social media and influencer marketing

Investing in 3D body scanning and warehouse robotics

WHAT'S NEXT

Opportunities and risks: International expansion

Opportunities and risks: Sustainability

Key takeaways from Savage X Fenty and Skims' success – not only because of celebrities

Conclusion

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/savage-x-fenty-and-skims-or-the-rise-of-celebrity-led-underwear-brands-in-the-us/report.